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ORDER

Print Date 10/02/12

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Flight Dates 09/28/12-10/04/12

Contract / Revision 312962 /

Original Date / Revision
10/01/12 10/01/12

Advertiser Obama / Democrat / Preside

Agency GMMB Inc

Buying Contact

1010 Wisconsin Avenue - Suite #80
Washington, DC 20007

Product

OFA :120s 9.28 to 10.4

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue - Suite #80
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 1881

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive Order% Start Date End Date

Daniel Baylog 100%

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
UNKWN	100%
WBQC	%
WCET	%
WCVN	%
WKON	%
WKRC	%
WLWT	%
WPTO	%
WSTR	%
WXIX	%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	5	\$7,140.00	\$8,400.00	0.00	08/27/12	09/30/12	5	\$7,140.00	\$8,400.00
October 2012	20	\$32,912.00	\$38,720.00	0.00	10/01/12	10/04/12	20	\$32,912.00	\$38,720.00
Totals	25	\$40,052.00	\$47,120.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WCPO	09/28/12	10/04/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	2:00	1	\$280.00	P-8	0.00	NM	1	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	-----		0		\$0.00		0.00					
		Week: 10/01/12	10/07/12	MTWT---		1		\$280.00		0.00					
E 2	WCPO	09/28/12	10/04/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	2:00	2	\$500.00	P-8	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	-----		0		\$0.00		0.00					
		Week: 10/01/12	10/07/12	MTWT---		2		\$500.00		0.00					



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Hiatus Dates

Original Date / Revision 10/01/12/ 10/01/12

Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product OFA :120s 9.28 to 10.4

Estimate # 1881

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WCPO	09/28/12	10/04/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	2:00	4	\$800.00	P-8	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----		0				\$0.00		0.00			
	Week:	10/01/12	10/07/12	MTWT---		4				\$800.00		0.00			
4	WCPO	09/28/12	10/04/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	2:00	1	\$800.00	P-8	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		1				\$800.00		0.00			
	Week:	10/01/12	10/07/12	-----		0				\$0.00		0.00			
5	WCPO	09/28/12	10/04/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	2:00	1	\$400.00	P-8	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S		1				\$400.00		0.00			
	Week:	10/01/12	10/07/12	-----		0				\$0.00		0.00			
E 6	WCPO	09/28/12	10/04/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	MTWTF--	2:00	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----		0				\$0.00		0.00			
	Week:	10/01/12	10/07/12	MTWT---		1				\$1,200.00		0.00			
E 7	WCPO	09/28/12	10/04/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	2:00	1	\$1,800.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----		0				\$0.00		0.00			
	Week:	10/01/12	10/07/12	MTWT---		1				\$1,800.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WCPO	10/01/12-10/07/12	M-F 11a-12p		11a-12p	MTWTh-----	2:00		(\$1,800.00)		0.00	NM		
	Credited														
8	WCPO	09/28/12	10/04/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	2:00	1	\$600.00	P-8	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----		0				\$0.00		0.00			
	Week:	10/01/12	10/07/12	MTWT---		1				\$600.00		0.00			
9	WCPO	09/28/12	10/04/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	2:00	1	\$2,400.00	P-8	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----		0				\$0.00		0.00			
	Week:	10/01/12	10/07/12	MTWT---		1				\$2,400.00		0.00			
10	WCPO	09/28/12	10/04/12	M-F 3-4p 3-4pm Katie	CM	3-4p	MTWTF--	2:00	1	\$800.00	P-8	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	----F--		1				\$800.00		0.00			
	Week:	10/01/12	10/07/12	-----		0				\$0.00		0.00			
11	WCPO	09/28/12	10/04/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	MTWTF--	2:00	2	\$1,120.00	P-8	0.00	NM	2	\$2,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----		0				\$0.00		0.00			
	Week:	10/01/12	10/07/12	MTWT---		2				\$1,120.00		0.00			
E 12	WCPO	09/28/12	10/04/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	MTWTF--	2:00	2	\$1,100.00	P-8	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----		0				\$0.00		0.00			



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Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product OFA :120s 9.28 to 10.4

Estimate # 1881

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 12	WCPO	09/28/12	10/04/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	MTWTF--	2:00	2	\$1,100.00	P-8	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	MTWT---		2				\$1,100.00		0.00			
13	WCPO	09/28/12	10/04/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	MTWTF--	2:00	1	\$1,200.00	P-8	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----		0				\$0.00		0.00			
	Week:	10/01/12	10/07/12	MTWT---		1				\$1,200.00		0.00			
14	WCPO	09/28/12	10/04/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	2:00	2	\$1,400.00	P-8	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----		0				\$0.00		0.00			
	Week:	10/01/12	10/07/12	MTWT---		2				\$1,400.00		0.00			
15	WCPO	09/28/12	10/04/12	SU 6-7p News SU 6-7p News	CM	558-7p	-----S	2:00	1	\$2,400.00	P-3	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S		1				\$2,400.00		0.00			
	Week:	10/01/12	10/07/12	-----		0				\$0.00		0.00			
E 16	WCPO	09/28/12	10/04/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTFSS	2:00	2	\$1,800.00	P-8	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----		0				\$0.00		0.00			
	Week:	10/01/12	10/07/12	MTWT---		2				\$1,800.00		0.00			
E 17	WCPO	09/28/12	10/04/12	M8-10p Dancing M8-10p Dancing	CM	8-10p	M-----	2:00	1	\$18,000.00	P-3	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----		0				\$0.00		0.00			
	Week:	10/01/12	10/07/12	M-----		1				\$18,000.00		0.00			
18	WCPO	09/28/12	10/04/12	ABC College Football Pri ABC College Football Pri	CM	758-1130p	-----S-	2:00	1	\$4,000.00	P-8	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		1				\$4,000.00		0.00			
	Week:	10/01/12	10/07/12	-----		0				\$0.00		0.00			
Totals														25	\$47,120.00